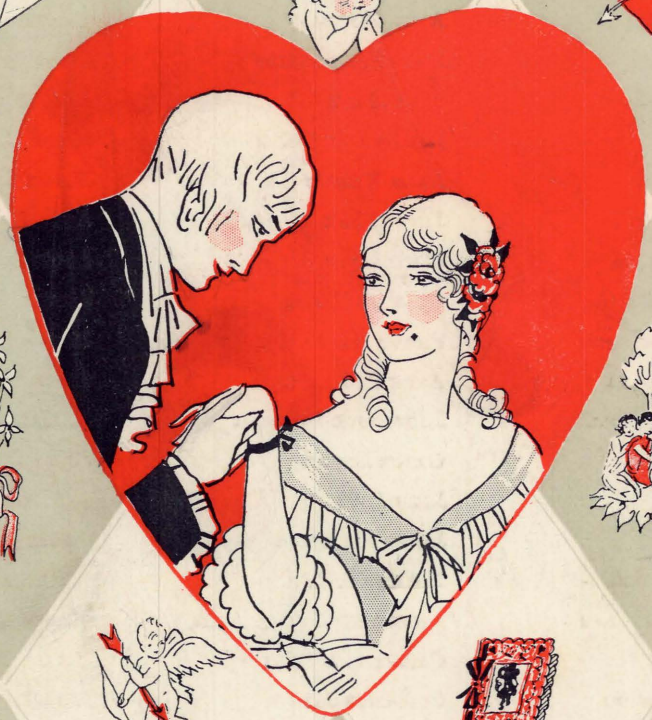
The STORAGRAM



February 1927

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

R. H. COLLINS

Members of the Kaufmann Stand-By Club

Edgar T. Adams
Samuel Adelsheim
Charles W. Allen
John B. Anthony
Mary Arras
Benjamin Bates
Minnie Beike
Rose Beresford
Barney Blum
Edwin F. Bown
Leopold Braun
Alfred Bradford
Margaret Cole
Margaret Crowley
Cecilia Cummings
Margaret Driscoll
Jenne Durning
John Eberle
Mary Elser
George D. Engel
Edward Harry Farr
Anna Fay
Charles A. Filson
Thomas Flynn
Rachel Geis
Reuben Goldstone
*Isaac Goodman
Lee Goldman
Archie Greiner
Cornelius J. Hanlan
Louis Herman
Isaac Herz
Sol Hirsch
Adelaide Hobbs
Alma Hoffman
Isaac Hohenstein
Ella Hyde
Henry Kaufmann
Adam Kiefer
James Kirk
Mary King
Charles Kline
Philip Kopp
Anne E. Kress
Katherine Linehan
Grace Logue
John Lotz
James Mayfield
Helen McCall
*Nettie McKenzie
Caroline McKim
Clarence Myers
Levena Miller
Mathilda Minch
Andrew C. Moffatt
*Mayme Murphy
Mary B. Nugent
Max Odenheimer
Gertrude O'Brien
Andrew Ondrick
Ida Russman
Elizabeth Sauer
Charles Salomon
Isaac Sampson
Emil Smith
Mary C. Smith
Marie Snyder
Anna Straub
Louis Silverstein
Samuel Simon
Herman Simon
Jacob Thiery
*G. Will Tieman
Julia Tierny
Margaret Tinnemeyer
Annie Thompson
*Richard Treganowan
Marie Unruh
Joseph Vance
Richard Walker
Ida Weyman
John White
Maurice Weinthal
Daniel Wolfe
John Walcroft

*Deceased

Members Who Became Eligible In 1927

Jacob Abrams
Mathilda Bronger
Frank Buran
Mary Doenges
Arthur Dougherty
Elizabeth A. Meyers
Mary B. Meyers
Mazie Mooney
Elizabeth McMahon
Helen McSwiggan
Michael O'Connor
David Sapovitz
Alice Skillen

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the Fellow-workers of Kaufmann's, "The Big Store", printed and bound in our own printing shop

Vol. VIII Pittsburgh, Pa., February No. 1

Mr. Edgar J. Kaufmann's Voice Reaches London

Marvelous Telephone Invention Gives the Store Further Opportunity for the Last Word in Style Merchandise

January 29, 1927.
10:20 A. M.

"Hello Durning! Edgar Kaufmann, Pittsburgh.

"This is the first opportunity to talk to you over the 'phone due to the perfection of this wonderful invention. Please take this as an official order—you are to use this method of communication to keep us informed of anything that is of interest to the Pittsburgh public. We want to be the first at all times to have information that will keep Kaufmann's in first place as a style center. Have you anything new in mind?"

Mr. Durning's reply:

"Yes, Mr. Kaufmann, I knew that you were going to 'phone me and I thought I would look around. Was at the Embassy Club last night. They wore long tail coats with high waistcoats, wide lapels and broad wing ties."

Mr. Kaufmann's answer:

"All right, Mr. Durning—send us a sample order."

Mr. Charles Roditi's conversation:

"Hello Durning! This is Charles Roditi from Kaufmann's Import Office. How are you? Send my regards to my father and uncle in Paris and to the co-workers of the London Office."

This marks the beginning of direct communication with Europe by 'phone, which should develop our service to America beyond all expectations.

Mr. Kaufmann's Secretary, Miss Clinton, had a thrill taking the notes in shorthand over the 'phone. Imagine! being the first secretary to take in shorthand the first conversation by 'phone between Pittsburgh and London—that's a note for history.

Miss Parsons, our Chief Operator, shared in the excitement, too. To say she made the first connection between Pittsburgh and London by telephone is enough to make anyone feel honored.

Millinery Department Starts New Year Right

New Year's Day was an especially happy one for all the fellow-workers of the Millinery Department. The good genii of the day was Mrs. Solomon, who gave the dinner to her department as a token of her appreciation of their loyal services during 1926. The dinner was a success in every way from the delicious food and the attractive flowers, to the helpful talks and entertainment.

In her comments on the dinner, Mrs. Solomon said that she had been amazed at the talent among the members of her department. Mrs. Bepler revealed herself as a poet in the toast to Mrs. Solomon and as an excellent entertainer in the songs and reading which she gave. Miss English would charm anyone with her whistling, Miss Newman's Charlestoning might match a little black "Charlestonian"; and Miss Messeroff added a cosmopolitan touch to the poetry by her Russian song and dance.

Mr. Wolf and Mr. Abbott, the guests of honor at the dinner, gave short talks. Mrs. Solomon thanked her department for the beautiful flowers which they presented to her to show their interest and cooperation at all times, and said (very truly) that her success was their success. She was deeply appreciative of the toast. This toast so well expresses the feeling of the whole department towards their buyer that we quote it here.

A Toast to Mrs. Solomon

It's always very fitting on occasions such as this,
That someone should graciously propose a toast.
'Tis best, of course, there first should be a background builded up,
That all might know some facts of days gone by;
It's well to know what friends one had, and where they lived and supped—
It makes more clear the wherefore and the why.
So e'er we ask you all to rise and drink our hostess' health,
We'll mention Philadelphia, whence she came
In search of sure advancement, and a greater share of wealth,
As well as greater millinery fame.
It does not seem a basement is a likely place to find
The things enumerated just above;
But that is where her start was made, and surely Fate was kind,
For there she also heard the call of Love.
But this is not a man's soiree, and though that happening
Was of much import to the two involved,
We'll wait until another time their nuptial praise to sing,
And leave their courting secrets all unsolved.
Reverting to the field wherein her battles must be fought,
We find her on the job each blessed minute;
Advancing when the road was clear, cool-headed when 'twas not,
With eyes fixed on her goal, and bound to win it.
Of course her energy and zeal met with appreciation
From those who guide our business destinies;
And gaging well her grasp upon the headwear situation,
Gave her carte blanche her customers to please.
'Twas with some trepidation that she started out to show
That she could buy to please, and manage too;
But sailing for Paree, where hats created are, you know,
She proved she knew her business through and through.
From basement to the Third Floor moved this leader of renown,
Just proving once again the adage old
That it is quite impossible to keep a good man down,
And "man" here means a "woman", I am told.
And later on when planning for the Million Dollar Floor
The powers-that-be demanded something chic.
This hustling, bustling, everybody-trusting lady swore
That millinery was the thing to pick.
And sure enough the deed was done; and now there stop at "Five"
The elite of the millinery world,
To praise the house that built a dream towards which all others strive,
And praise her, too, who led with flag unfurled.
So fill your glasses to the brim, and drink with me this toast,—
May many years of joy be granted you;
May name and fame be blazoned everywhere from coast to coast—
God bless you, Mrs. Solomon.

Let's Win the Trophy!

The yearly courses given by the Retail Research Bureau of the University of Pittsburgh will begin Monday evening, February 28, and will continue as usual for eight weeks. To add the finishing touch the annual banquet will be held April 25th.

Everyone will be glad to hear that the lectures this year are to be held in our own store.

We must all remember that there is a Charter's Trophy at stake for the largest percentage of registrations and attendance among the different stores. Kaufmann's should have the Trophy; so lets put our shoulders to the wheel and decide to come ourselves, to take two courses, and to bring a friend with us to register. Let "Win the Cup" be our slogan this year. The courses to be given are as follows:

SEVEN O'CLOCK.

1. *Merchandising*
   Various executives in the city will speak on Merchandising Problems.
2. *Art in Social Life*
   Hints on developing appearance, health, and a pleasing personality in social and business life, will be presented.
3. *Color, Line and Design as Applied to Clothing*
   This will give you the essentials of correct costume.
4. *Psychology*
   This course applies psychology to our everyday life, and will be of great help to us.

EIGHT O'CLOCK.

1. *Personality*
   We are the most interesting problem in the world to ourselves. This will help us to know ourselves and develop our personality.
2. *Interior Decoration*
   This course will deal with problems of furnishing a home from an artistic and practical point of view.
3. *Economic Problems*
   In these discussions the purchasing power of our money will be considered.
4. *Hints on Good Salesmanship*
   This is planned primarily for salespeople who have not had a recent course in selling in their own store, or for non-selling people who would like to know how to sell.
5. *Everyday English*
   This course gives fundamental principals of the English language needed in our everyday contacts.

Miss Dunkel, Alias Mrs. Fuchs

On Thursday noon, January 20, the members of the Personnel Department and other fellow-workers held a farewell luncheon for Miss Louise M. Dunkel, in the Dining Room on the Eleventh Floor.

Miss Dunkel, who has been Assistant Employment Manager and Supervisor of the Special Contingent Force for the past three and a half years, left the store Saturday, January 29, for Kansas City, Missouri, where she will join her husband, Mr. John G. Fuchs, who was formerly in charge of our Travel Bureau. Mr. and Mrs. Fuchs were married quietly, last August, at the time Miss Dunkel returned from her trip abroad.

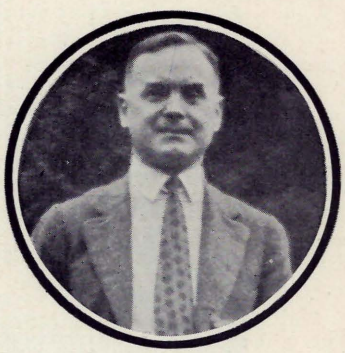
The table decorations consisted of a Good Fairy's ship in the center of the table, laden with surprise gift packages. A silver cord was attached to each package and fastened to the place cards. On the back of each place card, which contained a figure of the "Good Fairy," was written a story or verse telling about the surprise gift and the Good Fairy's wishes for Mrs. Fuchs.

After the luncheon, Miss Maloney presented Mrs. Fuchs with a beautiful orchid colored silk negligee, as a gift from the group, with best wishes for her happiness and success.

The members of the Bureau of Employment presented Mrs. Fuchs with a very pretty three piece silver tea set, and the Special Contingent Force surprised her by giving her a beautiful marble top coffee table. The luncheon and gifts were a surprise.

We are all sorry to lose Mrs. Fuchs and we surely will miss her pleasant smile. All the Fellow-workers join us in wishing her much happiness in her new home.

Mr. Boston Goes to Cleveland



For six years Mr. Samuel Boston has been buyer of linens in our store, the happiest, he says, of his thirty years of dry goods experience. He left us on Saturday, January twenty-second to buy for a group of departments (wash goods, bedding, domestics, and linens) at the May Co., in Cleveland. Kaufmann's are sorry to have him go, yet wish him the best of good fortune in his new field. The Buyers expressed this wish concretely with a very fine watch which they presented to him at the last Buyer's meeting, and his department gave him a handsome traveling bag.

Mr. Boston speaks very highly of his associations with his merchandise manager while here. Evidently the feeling is mutual.

Needless to say, Mr. Boston will be a welcome visitor at Kaufmann's.

Ann Adams

Invites You to Visit the Shopping Bureau

Front To Rear:

Sarah Thomas,
Edna Klages,
Clara Dreistadt,
Helen Meiser.

Standing:

Mr. Davis,
Chief Operator

Front To Rear:

Marie Morosco,
Isabelle Cunningham,
Margaret Carroll,
Mary McIntyre.

TELEPHONE ORDER BOARD

Have you ever paid a visit to Ann Adams and the Shopping Bureau? If you haven't this is a special invitation to do so. We don't have any particular hour for being "at home" so you will be welcome at any time you can arrange to come. And do you know some of the things we are doing every day to help our customers? It isn't only taking the telephone orders, and reading and shopping on the letters, but many times we are asked for gift suggestions, or to help make plans for parties, or shop with little girls and boys who come in without their parents, or with people who want advice in their selection of merchandise. If we do not have what our customers want, we go to the other stores and get it for them; or send flowers for them, and we have been asked occasionally to buy theatre tickets for out-of-town customers, or to locate some friend who is shopping in the store, and deliver a message. All these and many other little services are being carried on through this department. And will you not, by your cooperation, lend a hand toward making our service even better? Here are some of the things you can do to help:

1. Prompt answering of telephones.
2. Directing customers to this department when they want help with their shopping.
3. The giving of correct information over the 'phone.
4. Giving service to the shoppers, on both mail and telephone orders.
5. Notifying this department when you are out of advertisied items.
6. Making out special orders for merchandise out of stock.
7. Picking up the conversation. When the Shopping Bureau has been talking with you and has told you that you will be connected with the customer, say, for example, when you are connected with the customer: "You were inquiring about lace curtains?" instead of starting the conversation all over again with: "What is it you wish?"

Ann Adams

THE SHOPPING GROUP

Standing, Left To Right: Rose Kurtz, Isabelle Cunningham, Hazel Singleton, "Ann Adams", Sarah Thomas, Kathleen Dolan, Molores Huff—Seated Left to Right: Olive McGurk, Ethel Forbes, Eleanor Stewart, Shirley Price, Anna Costello, Anna Welsh.

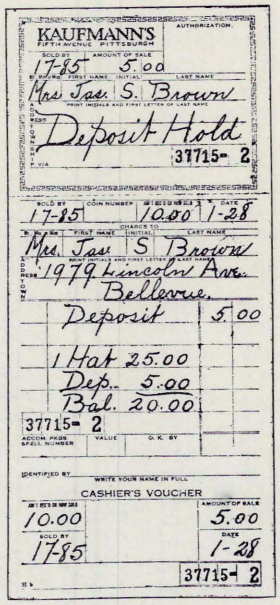
Ask for Ten Percent and Write the Story

The Deposit-Hold, by some we're told
Seems very hard to do
So if you'll read, I will unfold
This mystery to you.

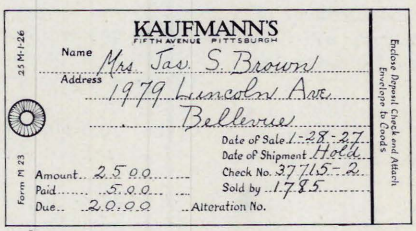
The deposit must be ten-per cent
On dollars five, or over;
Make fifty cents your minimum
When'er the amount is lower.

The goods are held for thirty days
The balance then is due;
The customer comes in and pays—
The credit's given to you.

On the first line of the body
The "deposit" must be shown;
'Tis really the amount of sale
Be sure to make this known.


KAUFMANN'S
FIFTH AVENUE PITTSBURGH
AUTHORIZATION
SOLD BY 17-85 AMOUNT OF SALE 5.00
Mrs Jas. S. Brown
Deposit Hold
37715- 2
SOLD BY 17-85 COIN NUMBER 10.00 DATE 1-28
Mrs. Jas S Brown
1979 Lincoln Ave.
Bellevue.
Deposit 5.00
1 Hat 25.00
Dep. 5.00
Bal. 20.00
37715- 2
CASHIER'S VOUCHER
10.00 5.00
SOLD BY 17-85 DATE 1-28
37715- 2

Then write the story of the sale
'Within the margins, friends;
In this one thing you must not fail
Since much on it depends.


KAUFMANN'S
FIFTH AVENUE PITTSBURGH
Name Mrs. Jas S. Brown
Address 1979 Lincoln Ave.
Bellevue
Date of Sale 1-28-27
Date of Shipment Hold
Amount 25.00
Paid 5.00
Due 20.00
Check No. 37715-2
Sold by 1785
Alteration No.
Form M 23
Enclose Deposit Check and Attach Envelope to Goods

No address on the label; instead
The words, "Deposit Hold";
With patron's name, this will explain
Just how the goods were sold.

In "Charge to" space write the address,
Name, number and the Street;
If City and the State you'll stress
'T will make it quite complete.

On every salescheck you should write
Your number and the date,
And don't forget "amount received"
Or sad will be its fate.

The cashier stamps both checks, returns
The duplicate to you;
Place in an envelope of pink——
There's not much more to do.

The envelope to the package
Is firmly tied, and then
'Tis sent down to the hold room,
Where a clerk takes up her pen.

She makes a record of the sale
The date on which 'twas made;
The balance check she will make out
For you when it is paid.

I hope you'll find Deposit Holds
Are not so hard to do;
If still you do not understand
We'll make one out for you.

—KATHERINE KREDEL

"The Old Order Changeth"

The adoption of the new Store hours from 9 A.M. to 5:30 P.M. recalls to my mind an incident that happened to me about forty years ago when we were located on the other side of Smithfield Street on the corner of Diamond. In those days our store hours were from 7 A.M. until 9 and 10 P.M. It so happened that I was late one morning and did not get to the store until 7:20 A.M. Mr. Jacob Kaufmann (now deceased) was at the front door as I came in. He said to me, "Where do you think you're working? In a bank? Do you think we have banking hours?"

I was again reminded of this incident the other morning. Upon coming to work at 8:30, I happened to glance in the windows of the Union Savings Bank at the corner of Fifth Avenue and Grant Street, and noticed that all the clerks were hard at work at this time. I wondered if the boss up there would say to any of the employees that came late, "What kind of hours do you think we have here? Department Store hours?"

ISAAC HOHENSTEIN,
Men's Clothing, Basmenet.

Buyers Elect Officers for 1927

At the first buyers' meeting of the year, held on the evening of January 21, 1927, due to the absence of Mr. Benjamin Cohen—President of the Association for 1926—who is now in Europe, Mr. Schwartz took charge of the meeting.

He announced that Mr. McKenzie, buyer of domestics, will succeed Mr. Boston; Mr. Cohen in addition to the department previously managed, will also have charge of the bedding department; that Miss Giltenbooth has taken over the buying duties of the handkerchief department.

Along with these announcements, several new members were formally introduced to the association: Mr. McCloud, assistant to Mr. Davies, buyer of silks; and Mr. Angle, advertising manager, who has been with the store six months.

New officers for the year 1927 were elected.

Mr. Paley was nominated for President and after insistent urging decided to accept the office; and with Mr. Albright as Vice President, the Association is looking forward to an interesting and succesful year.

Mr. Paley, after a brief inaugural address, took the chair.

Mr. Goldstein, who has been with the association one year, enjoyed, as he will on occasions, one of his "more serious moments";—so by way of celebrating his birthday, he gave a short talk. He reviewed the outstanding international events of the past year, and his own enlightening experiences at Kaufmann's.

Mr. Weston outlined the advertising policies for the ensuing year, emphasizing the importance of the "refinement of detail" in the scientific management of a business. He explained how this attitude will be reflected in the planned activities of the Publicity Division.

Mr. Wolf discussed the business outlook for the coming year, and reviewed the situation in 1926, bringing out the significance of the Exposition. He stressed the necessity of studying the customer's motives for buying, if merchants are to select and sell merchandise intelligently and profitably.

An enthusiastic affirmative vote on the question of having a play again this year decided the matter, and once more a Kaufmann production on the same high standard as was established last year, is a certainty.

We "Beat Yesterday"

The record of savings for 1926 beat all possible anticipation. Monthly collections amounted to over one thousand dollars ($1,000.00), making a total of $67,000.00 for the entire year. The savings for 1925 were $15,000.00, which means that Kaufmann's Fellow-workers more than quadrupled their savings for the year. Such a record is one to be proud of.

The floor superintendents assisted in the drive for more members in 1927 and at present there are about 1200 Fellow-workers who belong to the Savings Club. Through the efforts of Mrs. Snyder the tenth floor reached the 95% mark in membership. We think Mrs. Snyder is pretty good!

It is not necessary to save a large amount of money each week. Amounts now deposited vary from 25c a week to $160.00 a month. 4% interest is paid on savings if left in the bank for 25 weeks.

Checks for savings are given out in July and so can be used for vacations; or membership can be renewed and the money used for Christmas, or better still, it can be saved for a real need.

We are proud of our 1926 record but let's beat ourselves again in 1927!

Mr. Binlein remarked last week that "about th' time th' lamp chimney got cooled off—you had t' git up an' go t' work agin."

⁂ ⁂ ⁂

Miss Lemon said she didn't tell him he was no gentleman—she said he preferred blondes.

⁂ ⁂ ⁂

A certain young lady on th' main floor says she aint goin' out with that drummer no more 'cause his English's bad an' his Scotch's turrible.

⁂ ⁂ ⁂

Aint nothin' much more 'nconvenient than havin' two pairs o' pants an' only one pair o' galluses, says Divinney.

⁂ ⁂ ⁂

It's wonderful how quick a feller 'll stop lyin' when he finds out you don't believe him, says Mr. Vance.

⁂ ⁂ ⁂

A fillin' station man don't know any more whether t' throw up his hands or ask how many gallons, remarked Mr. Weiland.

⁂ ⁂ ⁂

Wouldn't make no difference if th' openin' hour was changed t' noon—some Fellow-workers 'd be late then.

⁂ ⁂ ⁂

There's gittin' t' be too many churches an' not 'nough people t' go in 'em.

⁂ ⁂ ⁂

Speakin' o' "sloughin' a ball game"—I don't know what th' new word means—but have a idea it'd apply fairly well with some fellers on their jobs.

⁂ ⁂ ⁂

Mr. Moffatt says he can remember when wimmen bought hose t' wear 'nstead o' show.

⁂ ⁂ ⁂

It's strange that nobody don't put down on their yeller want slips "Mufflers for golosh buckles," says Miss Weitzel.

⁂ ⁂ ⁂

A girl in the Notions Department says a ring on th' finger's worth two hundred on th' phone.

⁂ ⁂ ⁂

Tall gent in th' hat department remarked "that some fellers have such a big head they have t' give their shirt size when they buy a hat"

Stand-By!

Members Eligible in 1927 Welcomed at Fourth Annual Banquet

IN THE Dining Room on the Eleventh Floor on Wednesday, February second, a most staunch and loyal group of Fellow-workers—the Stand-By Club—held their fourth annual banquet. The evening began with the taking of a picture of the club and then all settled to a very good dinner at attractively decorated tables, with Mr. Caputo and his orchestra as accompaniment.

Mr. Filson, President of the Club, acted as toastmaster. After reading letters of regret from Mr. Henry Kaufmann who is in Florida, Miss Anna Thompson, who is ill, and Mr. Nesbit for their inability to attend, Mr. Filson welcomed the members of the Club, especially the new members, eligible in 1927.

Mr. Wolf told of incidents humorous and serious that association with the Club called to his mind: Mr. Filson's fishing trip; Mr. Silverstein's daring to tell his wife his correct age; the Royal Vagabond; Miss Kress's having celebrated her thirty-fifth anniversary, and her prospective three months trip abroad, a gift of the Store.

Mr. I. D. Wolf, called the roll—a very impressive one as Mr. Edgar Kaufmann no doubt thought, when he addressed the group and presented the new members with their honorary service pins. "To your own surname, should be added the name 'Kaufmann'," said Mr. Kaufmann, for anyone who has been with the organization for twenty years, has spent more time in the store, than he has in his own life outside of the organization, and gave as evidence an imposing number of seconds and minutes spent in the Store by the Stand-By Club.

Mr. Filson, after the hosts and hostesses left, became chairman of the business meeting. The chief business of the evening was the election of officers, which didn't take the nominating committee (Mr. Silverstein, Miss Kress and Miss Vance,) long to dispatch, for a motion was made that the old officers continue their duties.

The officers are as follows:

President	Mr. Filson
Vice President	Mr. Hohenstein
Secretary	Mrs. Snyder
Treasurer	Mrs. Tinnemeyer
Honorary President	Mr. Isaac Herz

The directors are Mr. Silverstein, Mr. Walker and Miss Minch.

Mrs. Snyder's suggestion that a committee be appointed to visit the members of the Stand-By Club who are ill, was met with approval. The committee consists of Mrs. Snyder, Mr. Engel, and Mr. Hanlon.

With the Fourth Annual Banquet of the Stand-By Club brought to a close, we all must pay honor to this group as Mr. Edgar Kaufmann, and Mr. Wolf did. We should like to chat with them, too, for the tales they can tell us of store history and growth.

Presenting the Thirteen New

MR. FRANK BURAN

A man who can tell about the growth of the store in terms of the Men's Alteration Room is Mr. Frank Buran, for he has seen it since the days when it had nine tailors, two seamstresses, two sewing machines, and five hand irons on a gas stove. Now the fact that there are twelve power machines and six Hoffman pressing machines, is an indication of the changes that have taken place in the last twenty years. Mr. Buran has entire charge of the Men's Alteration Room. He owns his own home, with plenty of space around it for a garden, of which he is very fond. He is more fond of his son who is at Carnegie Institute of Technology, now; and his daughter, who is in high school.

A glow of satisfaction should come to the man who can have all the good things said about him that are told of Mr. Buran, both in his work and at home.

MR. DAVID SAPOVITZ

Mr. Sapovitz, known as "Dave," has been in the Ladies Alteration Department for twenty years. His record is hard to compete with. He has never been late and has missed no time on account of illness.

Mr. Sapovitz cleans all spotted merchandise that comes to the alteration room and he has gained the reputation of being able to "knock the spots off anything that comes into the store—from soup to mud." So the eternal question, "Where's Dave,"? will probably continue to be heard.

Mr. Sapovitz is the proud owner of his home. He has two sons, one in grade school and one in his second year at the University of Pittsburgh.

MISS MARY MYERS

It is a very unusual thing that two members of one family should happen to be eligible to the Stand-By Club in the same year, but such is the case of Miss Mary Meyers and her sister.

Miss Mary Meyers entered Kaufmann's in 1903 but was absent several years; she returned to continue her work in the Credit Office. There were but three fellow-workers in the office when she began and although there was much work to do, she seemed to enjoy it, for going to work in Kaufmann's, seemed to her like going to the Exposition.

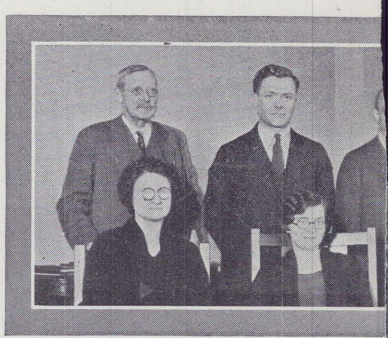
Besides being so efficient in the Credit Office, Miss Meyers enjoys making and trimming hats during her leisure hours.

MISS ELIZABETH MEYERS

You'd never think to see Miss Elizabeth Meyers to-day, Assistant in the Accounts Payable Department, that she slipped away years ago, when her parents didn't know it, to hunt for a job. She walked all the way from the West End in the rain and arrived at Kaufmann's, where Mr. Henry Kaufmann gave her a position. She was in the China Department, did odds and ends in the Auditing Department, and finally arrived in the Accounts Payable, where she has been ever since.

Miss Meyers is Assistant to Miss Kress and also Secretary to Mr. Henry Kaufmann and Mrs. Isaac Kaufmann.

Evidently Miss Meyers' parents forgave her, for she lives happily at home, taking in what Pittsburgh offers by the way of theatres and music, and reading between times.



Standing Left To Right:

Mr. Authur Dougherty,
Mr. David Sapovitz,
Mr. Frank Buran,
Mr. Michael O'Connor,
Mr. Jacob Abrams,

MISS MAZIE MOONEY

Miss Mooney would not give us her picture but you can find her by looking for the little lady with white hair in the Ladies Muslin Underwear Department. She is really one of the most up-to-date people in Department 19, according to her Fellow-workers.

Miss Mooney spent fifteen of her twenty years in the Grocery Department, two of them on the Contingent Sales Force, and the last three in the Ladies Muslin Underwear Department.

Miss Riley tells us that everyone in the department is very fond of her.

MR. JACOB ABRAMS

Luckily for Kaufmann's, friends influenced Mr. Jacob Abrams to come directly to Pittsburgh from Bukarest, Roumania, in 1902. Mr. Abrams is one of the three from the Alteration Department initiated into the Stand-By Club this year.

In the twenty years of loyal service in the alteration department, Mr. Abrams says that to him, the most outstanding changes have been in salaries, working hours, and conditions of work.

Miss Mathi
Who didn't
group

Members of the Stand-By Club

MISS HELEN McSWIGGAN

When ye reporter looked at Miss McSwiggan of the Accounts Payable Department, she wondered whether she had been directed to the right person. You'd never believe she had been in the store for twenty years, but such is the case. She told of days before being regularly a member of the Kaufmann Store Family, when she acted as messenger, and worked in the Auditing Department. Her first regular job was as a marker and then a checker in the Marking and Receiving Room. After being in the office of the latter department for a time, she went to the Accounts Payable Department, where she has made a very thorough job working on returns to manufacturers. "When she starts a thing, she finishes it, and does it well," someone who knows said of her. We congratulate Miss McSwiggan on her attainment of membership in the Stand-By Club. She has our best wishes.

Seated Left To Right:

Miss Mary Meyers,
Miss Helen McSwiggan,
Miss Elizabeth Meyers,
Miss Alice Skillen,

MRS. ALICE SKILLEN

Just to see her is to know she would be interested in the dainty little things one finds in the Infant's Wear Department. For eighteen years Mrs. Skillen sold in that Department. She has been in the service end of selling for two years.

Outside of the growth of the store itself, Mrs. Skillen says, to her, the improvements in department display and the elevators have been most outstanding.

We congratulate Kaufmann's and Mrs. Skillen on her twenty year's of service.

da Bronger
get into the
Picture

MISS MATILDA BRONGER

Miss Bronger entered our Misses' Coat Department twenty years ago last August and lived through sixteen years of store life before it was necessary to remain out because of illness. Eleven years of that time were passed without once being late and then it nearly broke her heart in spite of the fact that a flood caused her lateness.

Miss Bronger is a Kentucky thorough-bred, born and raised in old Louisville; but when she found Pittsburgh, and Kaufmann's. she loved it so much that she couldn't leave.

MR. ARTHUR DOUGHERTY

You'll be interested to know that Mr. Dougherty, from the Carpet Department, travels thousands of miles every year. Since his home is in Steubenville, Ohio, he must arise at four o'clock each morning in order to be at work on time. Then, too, he takes a long trip every year. Last year he spent several months in California, stopping at Hollywood where he became acquainted with a number of Movie Stars.

He can relate many interesting stories about the sharks he caught while fishing in Florida.

As a salesman, much might be said to his credit, having been in the service of Kaufmann's since 1906. He is very capable, knows his job and has many friends, not only throughout the store, but with customers also. On account of his wide smile and pleasing manner, customers always come back to be served again by Mr. Dougherty.

MR. MICHAEL O'CONNOR

Mr. O'Connor is one of Kaufmann's "Old Timers" and has served as unpacker in the Men's and Boys' Clothing stock room since entering Kaufmann's more than twenty years ago.

Mr. O'Connor has an exceptionally good record for attendance and is reliable in every way. He is jovial and a good friend to the "boys."

"Mike" will spend his deserved month's vacation in Canada next summer.

MISS MARY DOENGES

If association counts for anything, then Miss Mary Doenges must be a firm believer in a stitch in time!

She is one of the trio from the alteration room and like the other two has been in that department for the entire twenty years of service in Kaufmann's.

Miss Doenges was born and raised near Pittsburgh, and has never worked for any other firm than Kaufmann's nor for any other person than Mr. Odenheimer.

These twenty years of service certainly indicate staunch loyalty to the Kaufmann ideals and a firm belief in their policies.

MISS ELIZABETH McMAHON

Mr. Odenheimer is to be congratulated on the number in his department who are eligible to the Stand-By Club this year. Among them is Miss Elizabeth McMahon who came to Kaufmann's in May of 1906 and who, since her advent has been in the Alteration Department.

Though years have brought many changes, one thing remains the same and that is, that there are just as many suits and gowns on the rack to be altered now as there were then. Miss McMahon says she has been very happy at her work, and we hope she will continue to be so.

The Storagram

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EDITOR

Helen Baker

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Harry Broida Helen Hart C. J. Hanlan

Thurman Miller, Cartoonist

Peggy Weiland, George Detrich, Artists

February, 1927

We are all sorry that Miss Baker, our Editor, is ill. She is not responsible for anything that may displease you in this issue. We beg your pardon for such items.

Editor Protem.

What Price Success?

A hard determination to succeed at whatever costs; or a desire to put our very best into the job and to show others that we have the ability and willingness to assume more and more responsibilities, fulfilling them faithfully, keeping our feet to the ground and our friendly comraderie with our fellow-workers—one or the other attitude we take if we have any ambition.

Choosing the first, you put success (honor, wealth whatever you desire) as highest and strive to obtain it, at any cost to yourselves or others. Choosing the second, you want to win in the race you have undertaken, but give proper value to justice and friendship.

Success is something every ambitious person strives for, but the man or woman whose ambition is tinged with wisdom realizes that there is no failure so pitiful as a lonely success. It is the admiration of friends, the ability to enjoy good things and interesting people, that makes success worth attaining. How pathetic is the sight of a person who has struggled so hard for one thing that, when he attains it, he has lost the ability to appreciate it or enjoy it, and has no friends who can show him its true worth! How much better is the man of whom people say "yes, he is successful—and everyone admires and likes him."

These cases may seem hypothetical and rather beyond us, but not at all. Do we have our eye on the job ahead, and are we hasty and jealous of anyone who may seem to stand in our way or compete with us for the same promotion? Even more, do we "grab" sales from the new people in the department, and make them feel that they are intruders rather than helpers?

When we get it down to that basis everyone of us recognizes the type and how much we dislike it in others. Let us treat the new people in our departments as friends there to help us. Rather than being jealous of the Fellow-worker who seems to sell so easily, let us study how he wins friends among the customers and in the department. Do not envy his ability—develop your own. There is room for both.

Courtesy and good-nature linked with ambition, will bring you a happy success! If you struggle hard you may win success in your work, in spite of bitter feelings and rudenesses—but no one will envy you your success. Success—but what is the price?

Have You a One "Truck" Mind?

No, that isn't an error in printing—we mean *one truck*. The thought came to us recently when we read the story of an iceman who complained because his customers wanted too much ice. Sounds almost impossibly foolish, doesn't it? His business was ice, and the more he sold the more satisfied he should have been. But no, he wanted to do, or even think about, only so much work and it annoyed him to get more business.

His attitude probably seemed very reasonable to him, as does ours to us, when we are annoyed that a customer wants service when it is time for the closing bell, or that she asks to be shown a variety of merchandise before she makes a selection. Every customer who seems to demand a little unusual service, should be considered as an opportunity to show our mettle, to prove that we can do not only the ordinary thing ordinarily well, but the extraordinary thing with vision.

The "one-man store" may realize the value of the individual client more than the large department store, but in both cases, the customer decides the growth or failure of the store. The store is represented to the public by every employee who meets them. As you make a good or poor impression, the store is judged by that customer—and individual customers make the total of the store's clientele.

If you have been a salesperson who disliked the late customer, you are among the "one truck" business people. If you treat the customer courteously and attempt to serve her intelligently under all conditions, you have hopes of developing a whole fleet of ice-wagons.

Tales of Sales

Our shoppers, who give us a customer's point of view of our service to the Public, had especially good comments to make about these salespeople.

Mr. Adams, of Men's Shirts, pointed out values in belts and gloves.

Miss Flaherty, in leather goods, knew the value and history of ostrich leather.

Miss Dern, in Buttons, gave an old, old lady extremely courteous attention and a smile when she left.

Miss Fanning, Basement Underwear, was remembered for her pleasant businesslike manner and thorough knowledge of stock.

Miss McArter knew valuable selling points in boys' clothing.

Miss Smith, in toys, could readily answer customers questions concerning price and quality.

Miss Dunkle, in Misses Dresses, took a personal interest in her customer.

Mr. Thomas, in Drugs, had enthusiasm for his merchandise.

Miss Cressman, Boys' Furnishings, was helpful in suggestive selling.

Mr. Oldoerp, of Ladies' Shoes, could meet the customer's objections.

Miss Riley, of linens, displayed ample merchandise.

Miss Stewart, of China, was very courteous, interested and eager to please.

Miss Ives, of the Gift Shop, met her customer with a smile.

Miss Brogan, of Linens, helped her customer to select a beautiful pattern of good value.

Miss Parsons, of the Gift Shop, was helpful in giving suggestions for a wedding gift.

Miss Nethers, of Maids' Aprons, made a satisfied customer through her knowledge of stock.

Miss Harkins, of Umbrellas, gave quick, smiling and courteous service in a crowded department.

Miss Greene, of Boys' Suits, was able to compare merchandise favorably.

Miss Page, of Books, made her customer feel that it was a pleasure to wait on her.

Miss Fankel, of Muslin Underwear, had a pleasing manner and a lovely smile.

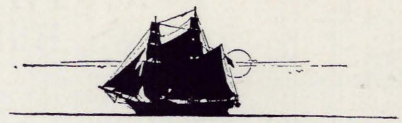
Miss Lazier, of the Men's Ties, promptly approached the customer.

Miss Johnson, of Shoes, assured the customer that she had shoes which would suit her.

Miss O'Leary, of Basement Wash Goods, answered questions graciously and satisfactorily.

Mr. Smith, of Musical Instruments, demonstrated Victrolas and gave very good selling points for them.

Overseas with Buyers



For Paris is a Woman's town With flowers in her hair."

Mrs. Solomon, of the Millinery Department, has been in Paris buying the ultra in modish chapeaux; and in London and Vienna. From these places she has sent us maybe big hats, or small hats, of fabric or of straw; hats *pour lesport* or for airy summer wear. There will be hats for all occasions, and each with an individuality to suit the occasion.

Mr. Heyman of the fourth floor and Miss Kohn of the Sports Department have bought fashions for milady in Paris, London and Brussels. Creations from these centers of fashion will undoubtedly cause many an Oh! and many an Ah!, but they will be a bit of charm brought to us who are not buyers abroad.

And shoes! To say St. Gaul, Vienna, London, Paris Berlin, Brussels is to picture the shoes Mr. Cohen will have for Kaufmann's. There is magic in the names and there will be magic in the shoes.

Mr. Harris, of China, is to cover more territory in his buying this spring than ever before. He goes to London and smaller places nearby—to Limoges in France, where he will buy the finest of fine china. He will go to Brussels in Belgium. In Italy, he will go to Florence, Venice, perhaps Genoa. He will buy Spanish ware. Berlin is included in his itinerary—also Haida in Bohemia, Vienna in Austria, and Gablonz in Czecho-Slovakia.

That's the Way, Mrs. Fisher!

My Dear Mrs. Fisher:

I want to thank you again for the very interesting talk you gave before the Woman's Club on Wednesday.

Many of the women told me afterwards how much they enjoyed it. We had no idea that "Budgets" could be made so human and attractive.

Will you kindly express my appreciation to the Company for its courtesy in giving us the opportunity to hear you.

Hoping you may be with us again,

Sincerely yours,

KATHERINE S. OVER,
Secretary, Bureau of Civics.

"Happy" Solomon on the Mend

Fellow-workers will be glad to know that Louis Solomon is recovering and hopes to be among us again before long. You will recall that he hurt his knee in December. He is now out of the hospital. We are extending his appreciation to all his friends in the store for their kindness during his illness.

Read Us the News, Bill!

Drug Department

Miss Rogner of the first floor entertained the sales people and stock boys of the Drug Department at her home on January 12. The many lovely Christmas gifts Miss Rogner had received from the department were viewed and admired.

The evening was spent in dancing and singing.

Delicious refreshments were served.

The department takes this opportunity of extending its sympathy to Ruth Sanders and Mrs. Sullivan of the Drug Stockroom in their recent bereavements.

Miss Rogner does quite a little china painting and certainly knows how, as the samples she shows us once in a while testify.

Dorothy Stein is always smiling and cheerful. What seems to make you so happy, Dorothy?

Stationery

The Gilleland family certainly appreciate the afternoon delivery of Kaufmann's, especially when the driver is kind enough to take away a black cat that insists on coming in. Many thanks to the driver on route forty.

The early morning sales are always sure of one customer. Ask Edna; she'll tell you how she passes up that old duster, to be among those present.

Miss Weitzel hasn't bobbed yet, but I'll let you in on a secret. I think she is weakening. What say, Miss Weitzel?

Miss Madeleine Byrne and Harry Clements are very happy to be back in their respective places of business. Now watch the Commercial Stationery Department business take a long stride fo rward.

Second Floor

The quietness of the department gives us all a lonesome feeling, after the excitement during the month of December.

Everyone appreciated the quick, cheerful service Catherine, our wrapper, gave us during the Christmas rush.

Two women were passing the department the other day and talking in rather loud voices. One of them said, "Say, I wish Kaufmann's still had their exposition; you could go around all day and never spend a cent. Made me think of the old exposition at the Point."

"Dapper Dan", our ex-sweater man, started on a new career the first of the year—that of salesman for a greeting card concern. He bought a car, took lessons in driving, and everything. We look forward to seeing him on Saturday to hear how many hills he got stalled on; also to wish him luck in his new venture.

The Sporting Goods Department has shown signs of spring since Mr. Barabas entered the employ of the store. Mr. Barabas is quite a whistler; in fact customers are attracted to the beautiful tunes and ask if the pet shop is on the second floor now. "Lefty" Levenson often tries to harmonize with Barabas's masterpieces.

Mr. Morris, with his new Tuxedo, rubbed elbows with the "400". It must have been a great affair!

Our Flotilla member is still tripping the light fantastic.

Have you met the new radio bugs, Potteiger and Levine?

Shoe Department

The versatile "Babe" Ruth is now entering a new commercial field. A customer asked for Baby Ruth heels, (meaning Baby Louis heels). Take the tip, Mr. Cohen; we should sell a lot of shoes with those heels.

The New Year holds no fears for those in our department. They are well fixed, judging by the way they were "checking" on New Year's Eve.

Mr. Fitzpatrick, popularly known as Fritz, took his annual holiday sojourn to see his mother in Brockton, Massachusetts, via the New York Central.

Seventh Floor

Being a "Ukelele Lady" is all right, Agnes, but it's rather severe punishment for the family.

By the looks of the purchases you are making, Irene, we are beginning to think that the "hope chest" is about the size of a house.

Don't you think, Gus, that waiting on the Tea Room girls for bird seed is rather hard on your wrist watch?

We have a new use for Brillo. Miss Brophy uses it to keep her scalp clean and to add a gloss to her hair.

Miss Helen Seubert went to see the same movie a couple of times. We wondered if the picture was like one of the favorites which several of us saw together.

By the way, Marie Smith, how did you enjoy the Oriental dinner?

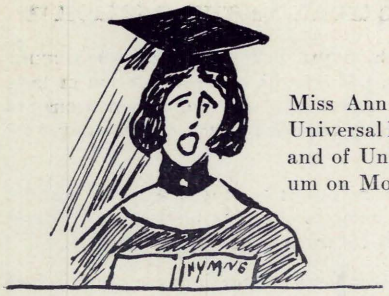
We take back what we said in last month's Storagram about Mr. Campbell being interested in "cashiers and cashiering." We believe now that he is more interested in bills and billing and perhaps we might add cooing.,

The Housefurnishing Department wishes to extend their sympathy to Mrs. Kubey on the death of her husband. We also sympathize with Mrs. Carson, on the death of her aunt, who made her home with her for many years.

We are glad to hear that Mr. Brown is recovering from his injuries, and we hope to have him with us again by the time this appears in print.

We welcome Miss DeHaven to the Housefurnishings. Of course, she does not need an introduction, having come to the store from the Forbes Street Warehouse. Now we have the privilege of seeing the "smile with the voice" instead of hearing the "voice with the smile."

Mr. Herbert Keowan is again a welcome figure in the hardware section. Mr. Keowan is just recovering from injuries received in a railroad accident while returning from his vacation six months ago.



Miss Ann Davis Sings of Universal Love on Sunday and of Universal Aluminum on Monday.

Does "absence make the heart grow fonder," Mrs. Lyda, or were you fulfilling a promise? We were all glad to see Mr. Clark again.

Just one question, Shorty—"Do gentlemen prefer blondes"?

A very good time was enjoyed by the girls who attended the party given by Verna Biesecker at her home last week. There were eighteen present and the evening was spent dancing and playing games; then a delightful lunch was served.

Verna Biesaker gave a very graceful exhibition of a Russian dance with galoshes and variations; Miss Clara Bluebaker did the toe dance. The girls all had a wonderful time.

Lena Croven seems to have something on her mind; the other day, while coming to work with her friend, Clara Heslep, she stepped off the car, taking the arm of a very good looking young man. The man didn't mind it a *bit* but it embarrassed Miss Crovan, and the conductor had a good laugh.

Fellow-workers from the China Department want to express their deepest sympathy to Catherine Ryan in the loss of her mother.

"Welcome to our department" is what the girls want to say to Marie Wagner, our new little office girl, and also to Mr. Moore, our new Superintendent.

The Fixture Department has a new song writer, Harry Young. Now that we have heard all about the soldier's bonus, the next will be, "It's a Rose."

Miss Hillman spends her week-ends at Akron, Ohio. She says she likes (it or him) so well she thinks she'll live there.

Alteration Department

It is with sorrow that we learn of the death of the mother of Mr. Frank Buran, manager of the Men's Alteration Room.

His many friends and Fellow-workers in the store offer their sincerest sympathy to Mr. Buran and his family.

Death came to Mr. Downey after a very short illness, in the same quiet way in which he lived.

He has been connected with the store since August 19, 1921.

We found Mr. Downey a man of character, courteous and pleasant at all times; a gentleman in the truest sense of the word. We miss his kindly greeting and cheery smile.

We offer our sincerest sympathy to Mrs. Downey and her children.

Fellow-workers of the Men's Alteration Room

Across the Pond

We are glad to have Miss Tracy back with us again. You mustn't get so excited over Santa Claus the next time, Isabelle.

Mr. Alexander Finn, our former mailman, is now working for Mr. Guckert in the drafting room.

St. Peter used to carry a lantern and Rabbi Colinskey wore a skull cap; but neither one has anything on our night watchman, Mr. Young. He uses both.

If you want to know where to get a bargain in anything, see Florence. She'll tell you.

At a recent meeting of the captains of the Northside Bowling League it was decided to announce before the end of the season, that prizes will be awarded to the winning teams and to the individuals who have the highest scores. Last year Henry Gundecker received a beautiful engraved loving cup. Henry is so proud of the cup that he has it sitting on the mantel in the living room of his home and he shows it to all his friends.

Fritzges, benchman, talking to Dressler, another benchman: "Say, Dressler, I know where you can get a good chicken dinner for twenty-five cents."

Dressler: "Where, Fritz?"

Fritzges: "In the feedstore."

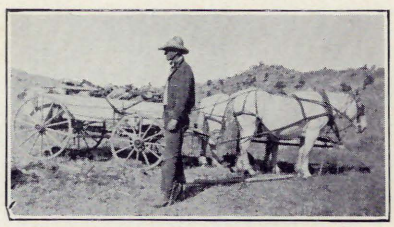
The girls all say that Wilbur Smathers of the Carpet Workroom is a treat for sore eyes. They say he is a second "Rudy."

It was recently learned that Ed Brush and Dan Neilan accompanied an expedition into Southern China several years ago. Dan entertained several of the girls at the Northside the other day by reading them a Chinese newspaper. It is said that a group of Pittsburgh business men are trying to induce Ed and Dan to go to China and study trade conditions there.

We are told that Jerry from the fixture shop has induced a friend to give up her position and stay at home to learn domestic work and cooking. You must mean business, Jerry. Go ahead if you want to, but don't say we never warned you.

Did McCarthy ever tell you about the time he lost a quarter out of a silver dollar?

Try and solve this one: Why did P. J. Claherty shave off his moustache?



DAN, GETTING READY FOR AN OBSERVATION TRIP IN MEXICO

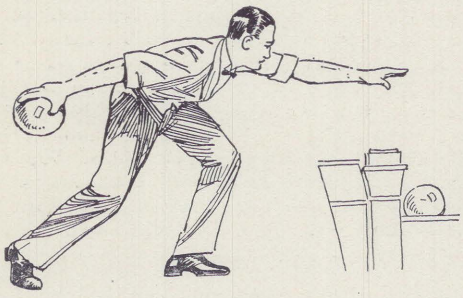
"And a good time was had by all"—that was the climax of the First Anniversary Party of the North Side Bowling League, held on Tuesday evening, February 1, 1927, by the North Side Bowlers and their friends. About thirty-five attended. Andy Meslein from the Store entertained the boys by singing several late numbers, and some old time songs in which he was joined by the entire crowd. After dinner the boys retired to a nearby bowling alley and bowled several games; then they went to the theater. They are looking forward to another good time in the near future.

Mr. Raymond Beardsley holding Charles Junior; and Ray's Father in front of the latter's place of business in Cleveland

The Fellow-workers of the North Side Service Station wish to express their deep sympathy to Mr. Claherty in the recent death of his brother.

The North Side Service Station wishes all a Happy and Prosperous New Year.

North Side Bowling League



Scores for Monday Evening, January 17, 1927.

Team	Birch			Team	Mahogany		
Byers	104	133	110	Carlin	97	117	121
Knappe	91	99	94	Nagle	161	108	101
Perkins	56	78	90	Gundecker	89	102	98
Bottorf	132	117	138	Croke	135	119	132

Team	Chestnut			Team	Poplar		
Goldstein	81	74	72	Padgett	59	100	106
Fastin	58	71	95	Weaver	101	112	92
Rich	98	149	138	Stock	117	153	124
Claherty	66	57	125	Dummy	80	80	80

Team	Oaks			Team	Walnut		
Trischler	100	112	107	Docek	108	121	150
Smith	64	95	123	McCreery	100	88	102
Brush	143	96	170	Bauers	95	143	108

Team	Maple			Team	Pines		
Brady	119	110	103	Wassel	108	137	108
Weltz	108	109	138	Bosworth	112	80	94
Jahn	112	68	94	Beardsley	84	87	79
Roellinger	127	145	119	Flaherty	150	103	128

Forbes Street Service Station

One of our best known Fellow-workers is taking up physical culture. Maybe he has an ambition to boss the roost. After doing his daily dozen, measurements and weight are duly recorded and a marked improvement is noted.

But some of the rest of us have attained and continue to maintain this same remarkable physique our friend strives for; so the future is chuck full of interest.

Mr. Gavins' New Year's resolutions are good; in fact they are the berries. We hope he will keep them, but he won't. He has pledged himself to too many innovations. Better cut them down, Gavin, before you carry them too long as the weight of them will bear you down and make you feeble.

Christmas neckties of various hues are now making their appearance. The first few wearings must be with our glad rags, after which we are allowed to wear them to work.

At a revival meeting recently the pastor, a well known character at Forbes Street. was discussing the Law of Averages, when his eye noticed one of his audience asleep. Addressing a man sitting next to the unconscious one he ordered,

"Wake that man up!"

"Wake him up yourself; it was you that put him to sleep," was the reply.

Ed Shearer made a flying trip to Cincinnati recently. Rumors are flying around thick, but Ed admits nothing. In case, however, they are true we offer our congratulations.

Morrison, our electrician, is around again after a long lay-off due to an operation for appendicitis. We are glad to have him back.

Lennox has perfected a novel radio device which he calls a "Personal Eliminator." While he is listening in, if the conversation in the room becomes too animated, he turns on his eliminator which sets all the noises of radio going—shrieks, whistles and growls. The family is soon eliminated and he goes merrily on his way.

Wayne Leatherman, our trimmmer, has become very expert in the manipulation of the sewing machine; so much so that the little Leathermans now wear papa made clothes.

Some people get the reputation of being philanthropists by making promises they never had any intention of fulfilling. One of our oldest Fellow-workers at the warehouse is either in this class or has a very faulty memory. Two years ago he promised a certain other man a volume of a work on "Mechanics." This was unsolicited but accepted. It was never delivered. Although frequently reminded the same old story "I forgot" is launched. I just wonder if there would be adequate grounds for a "breach of promise" case?

February is here. Ground-hog day is over. We will have either more Winter or an early Spring. It all depends in where you keep your ground-hog.

The absence of the air compresser has changed the machine shop into a "Quiet Zone." Some of the boys

that got accustomed to its knock, knock, knock find it hard to work without it.

Walter received a fountain pen for Christmas and immediately upon receipt of it and in the presence of the donor proceeded to try it out. The ink trickled gleefully down onto his paper in a pool. Now wouldn't that make even a preacher swear just a little?

Tom Cole was the first contributor to the fund for gassed automobile repairmen. Listening in on Los Angeles at 2 A.M., and getting to the shop at 6:59½ don't gee. Better confine yourself to local, Tom, as distance comes high.

Another notable achievement for the Delivery: several billion packages were delivered in time for Christmas. Nothing short of the marvelous system employed could do it. Mr. Hanlon's challenge that we'll deliver all that you can sell, has not been called to date.

Forbes Street Basket Ball League

	Won	Lost	Per Cent
Sporting Goods	4	1	.800
China	3	2	.600
Packers	0	4	.000

By Chuch Azzaro

January 13, 1927

The China Department won the first game of the Forbes Street S. S. Basket Ball League by defeating Forbes Street Packers by a score of 39 to 32. Being the first game of the season, both teams were off on their passing game by letting the ball slip through their fingers. Joe Polichetto was the star for the China Department with his all around playing and shooting. Mike Dzurichko flashed at intervals as the game became faster. For the losers, Andy Hoover and Jack Minnahan were the best bets.

Referee—Azzaro.

January 14, 1927

Again the China Department came out victorious in the Forbes Street S. S. Basket Ball League, by defeating the crack Sporting Goods Department by a score of 29 to 22.

Mike Dzinichko, the big blonde center, scored eight points before Sporting Goods got started. Chuck Azzaro, star center of Sporting Goods, finallv broke loose and started dropping them in from all angles of the floor and quickly caught up with the China Department. As the game proceeded the going became exciting, furious and rough; however, Chuck Azzaro began to tire and Joe Mahon, flashy guard of the Sporting Goods, began to drop them in.

John Sloan, southpaw forward of Sporting Goods, was guarded too closely to do any scoring. The passing team work of Dzinichko, Spokane, and Polichetto was too much for the tiring Sporting Goods players, and won out in the last two minutes of play by dropping three baskets in a row.

Referee—Minnahan

January 15, 1927

The Sporiing Goods Department walloped the Packers by a 34 to 18 score. The teamwork and passing of Sloan, Mahon and Azzaro, who did all the scoring for the winners, was too much for the Packers. Slim Lane, also known as "Lupino Lane," and Minnahan played hard to keep the Packers in the game, but their individual efforts could not stop the short snappy passing team work of the Sporting Goods.

Referee—Dzinichko

January 18, 1927

Sporting Goods defeated China in a hard fought and interesting game, by a score of 26 to 22.

Chuck Azzaro's boys took the lead at the beginning of the game and were never stopped, holding a 17 to 10 lead in the first half. The guarding of Joe Mahon and the shooting of "Southpaw" Sloan were the star features of the game. A last minute spurt of China fell short. For the losers, Dzinchko played best and did the bulk of the work.

January 20, 1927

China nosed out Jim Griffin's Packs by one point 33 to 32. Minnahan and Hoover started out like a house afire in the first three minutes of play by scoring 10 points. Lane, for the Packers, was then hurt and time was called out. Play was soon resumed and the dimunitive Spokane stuck to Minnahan like a leech, which didn't give Jack a chance to run wild much. Dzinichko soon began to drop the ball in, tied the score, and put China in the lead by 2 points at the end of the first half. In the second half "Silent" Sam Levine took all honors of the game by his great work of caging them in from under the basket. In the last quarter Packers bombarded the basket and when the whistle blew and the score was counted, they were one point short.

January 22, 1927

The Packers forfeited to Sporting Goods by a 2 to 0 score by not playing the game.

January 25, 1927

Sporting Goods won the championship of Forbes Street S. S. Basket Ball League by beating China in the deciding game by a 46 to 29 score. Sporting Goods took the lead in the first few minutes of play and maintained it throughout the game. Sloan, elusive forward, and Mahon, star guard, caused the downfall of China by their brilliant passing and shooting. To watch Sloan pivot and break away from his man was a treat. Dzurichko did all the scoring for China.

Referee—Polichetto

Notes From The Wrapping World

Good Records

Floor	PACKERS	No. Packages
First	Catherine Young	585
Third	Mary Lucas	435
Fifth	Sarah Piazzo	556
Seventh	Marie Salmon	714
Seventh	Pauline Neihouse, China	552
Ninth	Frank Bisiada	518
Twelfth	Catherine Finnell	863
Forbes	Andrew Hoover	1315
Forbes	Bennie Simon, China	426
N. S.	Leo Carle	294

Floor	WRAPPERS	No. Packages
Central	Anna Holzapfel	1632
B. B.	Margaret Martin	1516
First	Helen Meenihan	930
Second	Catherine Silasky	594
Third	Agnes Lobert	622
Fourth	Agnes Kaiser	413
Fifth	Marie Russell	725
Sixth	Antoinette Rosenas	2096
Seventh	Lydia Watson	506
Ninth	Kathryn Bands	338
Tenth	Jeannette Scully	700

Basement Shoe Department

I must write a few words about the remodeling of our shoe department in the basement. It is looking very fine.

We are going to like it so much when it is finished, that we will be proud to say we work in the Basement Shoes. As soon as it is ready we want you all to come down to see it and, also, us.

A foreigner wanted to buy a pair of shoes. As he could not speak good English, he said to Mr. Lindenberg "I wanta gooda chue, have you got any?" Lindenberg, looking quite puzzled, said, "Sir, all I have is chewing gum."

Martha Carroll, Cashier in the Basement Men's Furnishing Desk, takes this means of bidding her friends good bye. She is leaving for her new home in Philadelphia.

Among the notables of 126 Department is Dr. J. T. Fonner, M.D.D.D. Ltd. He is always ready to discuss his favorite subject, "Limestones develop Gallstones."

Basement Draperies had a curtain storm January 24. The storm increased ten-fold at 5:30 o'clock, when orders began being filled.

Customer: "I like to buy a pair of shoes like the kind you wear before you go to bed."

Mr. Marshall: "You want mules, madam."

Customer: "No! No!! No!!! No!!!! I meana shoes!"

Our package boy, Joe, thinks Niagara Falls is an accident!

Did you notice the large diamond on Cil's finger? How nice!

Fourth Floor

We are glad to welcome Florence Mack who was transferred from the Basement to the Fourth Floor, Misses Dresses.

Catherine and Irene seem unhappy. Why? Because Storage is over. Don't worry—it will soon be back again!

Mary Conn has been shedding tears since Betty Munn left. But she has dried her eyes since we have Miss Jones. How is that for you, Margaret?

Violet is becoming a real lady since she works in the paymaster's office every Tuesday.

Seventh Floor

We wonder why Irene, the cashier in Housefurnishings, is buying lamps and housefurnishings.

Alice, the Cashier in the China Department, is giving us pretty good service recently in her singing.

Ninth Floor

What would happen if Catherine Banks, from the Curtain Desk, happened to lose her voice? The girls would miss hearing her call, "Tie your goods, girls!"

Ninth Floor

Mary Dawson, from the Drapery Desk, seems to be the pride of the ninth floor.

Every one in the Rug Department likes to rag Daisy, the cashier, about getting fat.

Second Floor

Have you seen a cute red mustache walking around with Walter Meyer in back of it? If not, just step around; admission free.

While selling an overcoat, one of the salesmen in the Men's Clothing Department was heard to make this remark to a customer: "Please try this coat on, Mister, and just see how uncomfortable it feels."

What is this we are hearing about Wilma and Mr. Hillis from the Uniform Department?

Who is the blonde sheik that Katherine and Viola from Sporting Goods argue about?

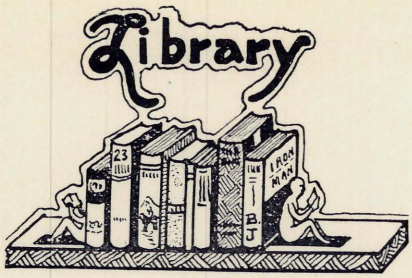
If anybody in the store wants to see six foot of manhood just step around to the Men's Clothing and meet Mr. Larry Morris.

Clara Golz, from the Auto Supplies, says she never eats hash when she dines out,as she never knows what's in it; and she never eats hash at home, because she knows what's in it!

We were all sorry to lose Mr. Oxenreiter, the assistant buyer of the Men's Clothing Department. He has taken a position with a firm in Cleveland, Ohio. To show their appreciation, the men of his department presented him with a beautiful steamer trunk.

How many dances did you attend last week, Julia? Ruth Rhay is always the first to beam in the morning. Keep up the good work Agnes; only don't break too many records.

Soon we are going to see Emma displaying a ring. Good fortune, Emma.



"A book is, I think, in its best meaning an offer of friendship from him who writes to him who reads."

—ALEXANDER MEIKLEJOHN.

Mystery Cities, by Dr. Gann:

Dr. Gann, one of the greatest authorities on the Maya civilization, describes his adventures with murderous pirates, dangerous beasts and "incessant armies of insects"—that he might give to the world some primary scientific facts of these mystery cities of Central America, whose records date thousands of years ago.

Sorrell and Son, by Waring Deeping:

A very modern story of a father and a son, explaining how Sorrell was able to win his son's confidence by showing sympathy, intelligence and frankness to his son's queries.

Missing Millions, by Wallace:

A thrilling mystery based upon the hero's disapearance on the night of his wedding, carrying his fortune of one million dollars.

Today and Tomorrow, by Henry Ford:

Henry Ford answers in this volume many questions of importance for you or your business.

Raw Material, by Dorothy Canfield Fisher:

A collection of realistic stories of home life in all their pathos and humor which one meets daily.

In "Hildegarde," by Kathleen Norris:

Kathleen Dorris has created one of her outstanding heroines. Born in the slums of California, Hildegarde rises above her environment and wins her courageous fight over the most formidable encounters.

First Aid in Emergencies, by E. Elisson, M.D.:

This book is written purposely for the layman, suggesting helps in everday emergencies; it also gives detailed directions for isolated cases where no doctor is available.

Children of Loneliness, by Avizi Yerzietska:

A collection of gripping short stories of the lonely immigrants in the slums of New York.

Madame Sans-Gene, by Sarlow-Lepelletier:

A dramatic novel of the French revolution with a vicious laundress as the heroine; a humorous portrayal of the common people's rise to social heights—very entertaining.

Why we Behave Like Human Beings, by M. Darsey:

A treatise of compiled faces gleaned from various scientific sources to show how interesting the human being is, where we come from, what we brought with us and how it is used.

As A Man Thinketh, by James Allen:

A short treatise suggesting the type of thoughts to harbor when we desire a certain effect upon our mind.

The Individualist, by Phillip Gibbs:

A modern story of a heroine who lived according to her individualistic ideals, regardless of her circumstances and environment.

The Hunchback of Notre Dame, by Alexander Dumas:

This classic does not need much of an introduction because of its popularity in moving pictures.

Join The Library Now if you dont already belong;

Take out a book, if you do.

The Pessimist

Nothing to do but work,
Nothing to eat but food
Nothing to wear but clothes
To keep one from going nude.

Nothing to breathe but air,
Quick as a flash 'tis gone;
Nowhere to fall but off,
Nowhere to stand but on.

Nothing to comb but hair,
Nowhere to sleep but in bed,
Nothing to weep but tears
Nothing to bury but dead.

Nothing to sing but songs,
Oh, well, alas! alack!
Nowhere to go but out,
Nowhere to come but back.

Nothing to see but sights,
Nothing to quench but thirst,
Nothing to have but what we've got;
Thus thru' life we are cursed.

Nothing to strike but a gait;
Everthing moves that goes.
Nothing at all but common sense
Can ever withstand these woes.

—Ben King.